

# Digital Media Kit



## CJHP-Online.ca

- Providing medical research coverage since 1948
- Third party hosting by Multimed—specializing in research, educational, and scientific journals
- Comprehensive search capabilities, including full text, authors, title, abstract

## Membership Newsletter

- Straight to over 3,500 pharmacy professionals' inboxes
- Industry high 47% open rate
- Exclusive database of Canadian hospital pharmacists, pharmacy technicians, and hospital industry supporters



# Member Newsletter

## Audience & Traffic

- Our membership consists of over 3,500 pharmacy professionals from across Canada
- Industry high 47% open rate
- Bi-weekly issues provide for timely messaging
- Scannable layout facilitating reading of entire email



66%  
Female





34%  
Male

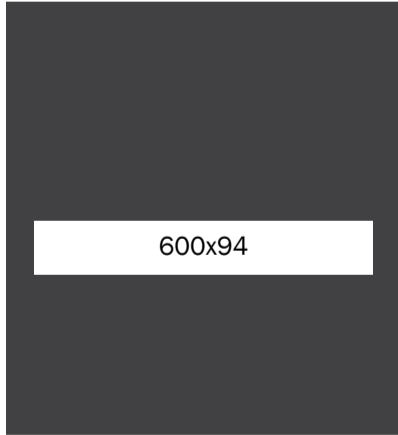
## Digital Ad Specifications

- PNG, JPG
- No flash
- Maximum file size 75 KB
- Resolution 72 dpi
- All pharmaceutical ads must comply with PAAB guidelines
- Click-through URL required

## Ad Opportunities

Box	Box Text
	
Regular \$650 Supporter \$495	Regular \$750 Supporter \$595

Leaderboard

Regular \$995 Supporter \$795

Rate per issue. Multi-booking discounts are available for 3+ placements.



advertising@cshp.ca



30 Concourse Gate  
Unit 3, Ottawa, ON



1-877-340-2756

*Looking to post a pharmacy job opportunity? See our job ad rate card.*

# CJHP-Online.ca

## Audience & Traffic

- All ads are run-of-site
- Major venue for dissemination of information related to patient-centred pharmacy practice in hospitals and other collaborative healthcare settings in Canada and throughout the world
- 6 journal issues per year
- Ranked on scimagojr.com

12.3K

Impressions per Month

## Digital Ad Specifications

- PNG, JPG
- No flash
- Maximum file size 100 KB
- Resolution 72 dpi
- All pharmaceutical ads must comply with PAAB guidelines
- Click-through URL required

## Ad Opportunities

Leaderboard

728x90

Regular \$1,595  
Supporter \$1,270

Sidebar 1

120  
x  
240

Sidebar 2

120  
x  
240

Regular \$1,295  
Supporter \$1,050

Rate per month. Multi-booking discounts are available for 3+ placements.